

**PX 180**

**(Google's Proposed Redactions)**

Produced in Native

<b>Client</b>	<b>Buying Door</b>	<b>Agency</b>	<b>Hold Co</b>	<b>Payments Profile</b>
Army	DV360	OMD	Omnicom	[REDACTED]
ARNG	DV360	OMD	Omnicom	[REDACTED]
USAF	Direct	GSD&M	Omnicom	[REDACTED]
USSF	Direct	GSD&M	Omnicom	[REDACTED]
Navy	Direct	Wavemaker	Group M	[REDACTED]
USMC	Direct	Mindshare	Group M	[REDACTED]

	<b>Demo</b>	<b>guaranteed</b>
US Department of Defense8807-8357-1919	Influencers: 25+	No
US Department of Defense8807-8357-1919	Influencers: 25+	No
UNITED STATES DEPARTMENT OF THE AIR FORCE( do 18-24)		No
UNITED STATES DEPARTMENT OF THE AIR FORCE( 18-44		No
N/A	18-24	No
United States Marine Corps8921-1874-2783	<b>M18-24 + DAR</b>	<b>YES</b>

<b>Lineups?</b>	<b>Affinities?</b>	<b>Buys BOV?</b>	<b>Viewability Vendor</b>	<b>Viewability Billing</b>
No	Yes	No	Double Verify	N/A
No	Yes	No	Double Verify	N/A
check	Sometimes	No	N/A	N/A
No	buy	No	N/A	N/A
No	Yes	No	MOAT	MOAT
No	Yes	No	Nielsen DAR	DAR Guarantee

<b>Viewability Vendor ID</b>	<b>Brand Safety Vendor</b>	<b>Brand Safety Vendor ID</b>
[REDACTED]	Double Verify	[REDACTED]
[REDACTED]	Double Verify	[REDACTED]
N/A	N/A	N/A
N/A	N/A	N/A
wavemaker	<i>Open Slate (TBD)</i>	<i>Open Slate (TBD)</i>
	<i>Open Slate (TBD)</i>	<i>Open Slate (TBD)</i>

<b>Brand Lift Vendor</b>	<b>Brand Lift Vendor ID</b>	<b>ADH Vendor</b>
Kantar	[REDACTED]	N/A Programmatic
Kantar	[REDACTED]	N/A Programmatic
Kantar	[REDACTED]	N/A
N/A	N/A	N/A
N/A	N/A	Innovid
N/A	N/A	Innovid

ADH Vendor ID	Include Brand Lift?	Include Search Lift?
N/A Programmatic	Yes	[REDACTED]
N/A Programmatic	Yes	[REDACTED]
N/A	Yes	Yes
N/A	Yes	Yes
	Yes	Yes
	Yes	Yes